CLAIMS

What is claimed is:

SubB17   1.   A system for delivering and storing coupon data using a
5   horizontal overscan portion of a video signal, the system comprising:

a decoder operative to extract coupon data from the horizontal overscan portion of a video signal during a transmission session; and

an electronic coupon operative to display a coupon representation defined by the coupon data, the electronic coupon comprising:

10   a non-volatile memory operative to receive the coupon data during the transmission session and to store the coupon data for display by the electronic coupon after the transmission session ends, and

a controller operative to retrieve the coupon data from the non-volatile memory and to cause the electronic coupon to display the
15   coupon representation.

2.   The system of Claim 1, wherein the decoder is an integrated part of the electronic coupon.

SubA2
20   3.   The system of Claim 1, wherein the electronic coupon further comprises a Liquid Crystal Display (LCD) display for displaying the coupon representation.

4.   The system of Claim 3, wherein the coupon representation
25   comprises a Universal Product Code bar code.

5. The system of Claim 4, wherein the coupon representation can be read by a bar code scanner.

5 6. The system of Claim 1, wherein the transmission session comprises a broadcast of a television program.

7. The system of Claim 6, wherein the television program comprises a television commercial.

10 8. The system of Claim 1, wherein the transmission session comprises a play-back of a video taped program.

9. The system of Claim 1, wherein the electronic coupon comprises

15 a mode key, the mode key operative to select either a storage mode or a redeem mode.

10. The system of Claim 9, wherein the mode key is further operative to select a set-up mode.

20

11. The system of Claim 1, wherein the non-volatile memory comprises magnetic media.

12. The system of Claim 1, wherein the non-volatile memory

25 comprises an electrical circuit.

13.   A method for delivering and storing coupon data for an electronic coupon using the horizontal overscan portion of a video signal, the method comprising the steps of:

receiving the video signal during a transmission session;

5   extracting coupon data from the horizontal overscan portion of the video signal; and

following the transmission session, displaying a coupon representation defined by the coupon data.

10   14.   The method of Claim 13, wherein the transmission session comprises a broadcast of a television program.

15.   The method of Claim 13, wherein the transmission session comprises a play-back of a video taped program.

15

16.   The method of Claim 13, further comprising the step of storing the coupon data in a non-volatile memory.

17.   The method of Claim 16, further comprising the step of 20   retrieving coupon data from the memory prior to performing the behavior defined thereby.

18.   The method of Claim 17, further comprising the step of displaying a set-up menu from which a user can select coupon-types for 25   storage.

19.   The method of Claim 18, wherein the step of storing the coupon data is performed in response to a determination that the coupon data is of the coupon-type selected by a user for storage.

5

20.   The method of Claim 13, wherein the coupon representation comprises a Universal Product Code bar code.

21.   The method of Claim 20, wherein the coupon representation can
10   be read by a bar code scanner.

22.   The method of Claim 13, wherein the non-volatile memory comprises magnetic media.

15   23.   The method of Claim 13, wherein the non-volatile memory comprises an electrical circuit.